



***Chamber of Commerce
Economic Development
Tourism***

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**141 Bridge Structure Proposal for Name
Between Michigan & Wisconsin
Working Paper by Bruce Ortenburger, DAP CEO
7-20-11, 9-20-11**

The 141 Bridge crossing over the Menominee River between Michigan and Wisconsin is currently under construction and is scheduled to be completed around November 10, 2011. Through the efforts of Rob Langsford, a member of the Niagara Area Business Association (NABA) as well as Chairman of the Dickinson Area Partnership's Chamber of Commerce Committee (CC), the NABA took action this summer with a proposal to name this bridge in honor of our Veterans that have sacrificed much in the name of freedom so the rest of us can enjoy our lifestyles here in our country. They proposed the name of "Veterans Memorial Bridge", with the expectation that the bridge would be dedicated on November 11, 2011 with a ceremony held close to this date.

NABA suggested that the Dickinson Area Partnership (DAP), which is recognized as the Michigan-Wisconsin border area's Chamber of Commerce and Economic Development Alliance should be the lead group to initiate and implement a plan of action seeking approval and arrange for the ceremony. DAP has been working together for the past 5 years with the counties of Florence and Marinette in Wisconsin forming a border counties alliance to address economic issues of commonality on a regional platform.

The Chamber of Commerce Committee approved the action on July 14, 2011, and the DAP Board of Directors ratified this action on July 21, 2011. A team was created to proceed with this implementation plan which includes members, retired members, and staff of DAP as well as the Mayor of Niagara. Since then, the team has completed or is in process of completing the following tasks;

- Work with Michigan legislators Representative McBroom, and Senator Casperson, and Wisconsin legislators Representative Mursau and Senator Holperin to work to approve legislation establishing the name "Veteran's Memorial Bridge" by November 11, 2011
- Obtained support from area communities from both sides of the River
- Obtained donations and pledges to pay for manufacturing, installation and maintenance of signs and installation in both Michigan and Wisconsin.
- Arrange for a ceremony, ribbon cutting, and reception to be held at Noon CST Wednesday, November 9, 2011, at the center of the bridge, including preparing invitations to various legislators, State Department Staff, Veterans groups, Community representatives the general public, and the media. This was the preferred date so as interference with the bridge usage on November 10th would be minimized, as well as November 11th being a State Holiday.